LEO BURNETT COMPANY *Inc.*
Ad No. 331—(Jeweler)—Rev. No. 8171—1 page, 4 c—10 x 12¼ in.—Sunday Supplements, 1971 (A)
Printed in U.S.A.

Now cigarette holders come in gold, silver, whalebone, platinum and Parliament.

It works like a cigarette holder works.

The Parliament cigarette holder isn't a precious metal.

But it works.

Just look at its pure white filter. Recessed inside away from your lips. So all you taste is good clean *Parliament* flavor.

The Parliament cigarette holder. In its own way it's worth as much as the others.

Kings: 16 mg "tar," 1.0 mg. nicotine—100's: 19 mg "tar," 1.3 mg. nicotine av. per cigarette, FTC Report Aug '71

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Source: https://www.industrydocuments.ucsf.edu/docs/zhln0003

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